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Sedona, Arizona 86336
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AGENDA

CITY OF SEDONA CITIZENS STEERING COMMITTEE FOR SEDONA COMMUNITY PLAN UPDATE

Notice is hereby given that the **City of Sedona Citizens Steering Committee for the Sedona Community Plan Update** will meet on **Tuesday, February 1, 2011, at 3:00 p.m. in the Vultee Conference Room** located at Sedona City Hall, 106 Roadrunner Drive, Sedona, Arizona. **NOTE: Times noted on the agenda are approximations only and may vary.**

The Order of Business shall be as follows:

1. Verification of Notice, Call to Order, and Roll Call.
2. Discussion/consensus on the Sedona Community planning process.
(1 hour & 15 minutes)
3. Discussion/status report on Public Participation and Engagement Procedures and staff working teams. (35 minutes)
4. Discussion regarding future meeting dates and agenda items (10 minutes):

Tuesday, February 15, 2011 – 3:00 p.m.

Tuesday, March 1, 2011 – 3:00 p.m.

5. Adjournment.

Please note that the purpose of the Citizens Steering Committee is to work collaboratively with the community, Planning and Zoning Commission, City Council, staff and others to oversee the formulation of the updated Draft Sedona Community Plan. The Draft Plan will ultimately be considered by the Planning and Zoning Commission and City Council and voted on by Sedona's citizens.

John O'Brien, Director
Department of Community Development

Posted Date: _____ Time: _____ By: _____

NOTE: The Vultee Conference Room is accessible to people with disabilities, in compliance with the Federal "504" and "ADA" laws. Those with needs for special typeface print, may request these at the Clerk's Office. All requests should be made twenty-four hours prior to the meeting.

NOTE: This is to notify the public that members of the City Council and other City Commissions and Committees may attend the Citizens Steering Committee meeting. While this is not an official City Council meeting, because of the potential that four or more Council members may be present at one time, public notice is therefore given for this meeting and/or event.



**Department of Community
Development
Long Range Planning**

102 Roadrunner Drive
Sedona, AZ 86336
(928) 282-1154

Memorandum

TO: Citizens Steering Committee for Community Plan update

FROM: Michael Raber, Senior Planner
Department of Community Development *MR*

MEETING DATE: February 1, 2011

SUBJECT: February 1, 2011 Steering Committee Agenda

Attached is the agenda (with timeframes) and accompanying materials for our meeting on February 1, 2011 at 3:00 p.m. in the Vultee Conference Room. The packet includes:

- Agenda
- Draft Scope for the Steering Committee (FYI)
- Revised Planning Process Concept
- Three planning process presentations submitted by Elemer Magaziner

Staff has revised the draft Steering Committee Scope based on the Committee's consensus on January 18 to have staff fine tune it and discuss it with the Planning and Zoning Commission prior to taking it to Council. Changes to the previous draft are shown in a shaded format. Staff will schedule this for discussion with the Planning and Zoning Commission in February.

Agenda Item #2:

The Planning Process has been simplified based on our discussions on January 18 and includes the general parts of the planning process (phases) with the basic purposes and most significant public outreach functions. Staff has also attached a narrative that describes each part of the process in more detail. As we noted previously, flexibility is important and more detail will emerge as we work through

the process. If we can agree on a basic framework, we can then keep building on it.

Elemer Magaziner has also provided three different ways (streamlined text, concept map and mind map) to present the on going information we collect and eventually the Plan document itself.

Agenda Item #3:

Staff has decided not to revise the Public Participation Procedures until there is consensus on the basic planning process. We will then discuss revisions with working teams and then the full Committee. Thus far, staff has met with the "Coordination" working team and will be meeting with the "Public Participation" and "Information" teams prior to February 1. Some key discussion with the Coordination Team has included:

- Focus on topical outreach rather than soliciting community organizations for input.
- There will be a need for certain population segments to be actively engaged.
- Will need further discussion on how to involve other Commissions in this process (Commissions conveying data to the public vs. looking for specific feedback on particular issues).

Since we are receiving a lot of materials for distribution from some Committee members, staff is asking that you please provide items you want distributed to staff one week prior to the meeting in order that we can more effectively manage this information.

A hard copy of this packet may be picked up in the Community Development Department.



**SEDONA COMMUNITY PLAN UPDATE
CITIZENS STEERING COMMITTEE
DRAFT SCOPE (1-20-11)**

On June 8, 2010, in order to maximize community involvement in the community planning process, the Sedona City Council unanimously approved the formation of a Citizens Steering Committee to work collaboratively with the community, Planning and Zoning Commission, City Council, staff and others to oversee the formulation of the updated draft Sedona Community Plan. By State Law, the Planning and Zoning Commission plays a key role in the adoption and update of the Community Plan by conducting public hearings on the draft plan and making a formal recommendation to the City Council.

The Steering Committee and the Planning and Zoning Commission will work together to oversee the planning process and formulation of the a draft Community Plan that reflects a process that promotes maximum public participation and engagement and is in a format that is useful and compelling for all audiences, including the community at large. City staff will facilitate the planning process and the Plan preparation.

The Steering Committee will:

- Lead the public participation and engagement portion of the Community Plan update process including directing any public outreach activities conducted by the City's Commissions.
- Review and update the public participation and engagement procedures for amending the Community Plan, including, but not limited to:
 - 1) Including the role of the Steering Committee.
 - 2) Identifying target audiences and multiple venues for public participation and engagement and preparation of a strategy for involving a broad spectrum of the community in the Community Plan update. (*Arizona State Law states: "...participation...from all geographic, ethnic and economic areas of the municipality."*)
 - 3) Determining a strategy for gathering information to address the purpose, goals and work of the City's Commissions relative to the Community Plan update.

- Ensure that the public participation and engagement process provides the community a range of visions for Sedona, which can then be distilled into a single shared vision for the future of our community.
- Form subcommittees and working teams to deal with specific aspects of the Community Plan update, as necessary.
- Ensure a high level of coordination and collaboration will take place with the Planning and Zoning Commission by:
 - 1) Appointment of the Planning and Zoning Commission Chair to the Steering Committee.
 - 2) Regular attendance/participation by the Steering Committee Chair or Vice Chair in Community Plan updates with the Planning and Zoning Commission and providing regular agenda items for Planning and Zoning Commission feedback on Steering Committee proposals.
 - 3) Providing updates to the Steering Committee, as needed, on Planning and Zoning Commission input throughout the planning process.
 - 4) Conducting joint meetings with the Planning and Zoning Commission.
 - 5) Including Planning and Zoning Commission members on Steering Committee subcommittees.
 - 6) Providing for feedback by the Planning and Zoning Commission on the Steering Committee scope prior to consideration by City Council.
 - 7) Providing for feedback by the Planning and Zoning Commission on the Planning Process for the Community Plan update prepared by the Steering Committee as it evolves throughout the Community Plan update.

The Steering Committee will work together with the Planning and Zoning Commission to produce a draft Community Plan that:

- 1) Provides a visionary look at what the community would like Sedona to become.
- 2) Reflects the goals and priorities of the community.
- 3) Meets all statutory requirements.
- 4) Includes strong visual and graphic elements.
- 5) Includes an implementation strategy
- 6) Is in a format that is useful and compelling for all audiences, including the community at large.

COMMUNITY PLANNING PROCESS – CONCEPT

Establishing the Process

The Citizens Steering Committee will reach consensus on a general planning process that is expected to be flexible and to evolve throughout the Plan update. As the Committee gets further into the planning process, details will continue to be added. This process must therefore be regularly re-visited. Prior to implementing the process, the Committee will establish a community outreach program, including on-going community education and awareness. Major public outreach methods will also be employed at different points in the process. The Committee will also provide a detailed public outreach program for the first part of the planning process. A schedule for coordination and outreach to City commissions and agencies and organizations will also be established for the duration of the Plan. Public outreach is envisioned to be topically-focused and all inclusive, rather than focused on input from specific organizations. Some audiences, however, may require special outreach to engage (e.g. schools). Once topical areas become clearer, the Committee may form subcommittees to examine these areas in more detail.

On-going Outreach methods:

Throughout the process, on-going outreach could include:

- Website – Provide information and get feedback
- Meetings with community organizations – Focused on providing information
- City-wide mailings – Used strategically (expensive)
- Press releases
- Speakers bureau – Provide information
- “War Room” – A standing exhibit set up in a specific location where people can come and see the status of the Plan in “real time”.

Specific Outreach Methods:

Examples of more specialized Outreach, tailored to specific points in the process.

- City-wide meetings
- Planning Charrettes (or workshops) – hands-on participation
- Focus groups
- Surveys
- Open houses
- Outside speakers
- Neighborhood meetings

Data and Information

The Steering Committee will also identify the information that will be important to the community. Some examples:

- Land use and other data
- Facts about the Community Plan and how it is used
- Other Plans and their relevancy to the community

1. & 2. Awareness and Possibilities

Why are we doing this?

Where are we now?

How do we like it?

What could we be?

These two early parts of the planning process are interrelated in some ways, but the first steps will provide community education and awareness coupled with a powerful kick-off meeting intended to stimulate ideas and dreams. Community education and awareness will tell us what we need to know about ourselves, what a community plan is and how it is used, its strengths and weaknesses and key policies. Past and other planning efforts will be explored to help describe the scope of creative options. In turn, the Steering Committee will begin to understand the community's values, perceptions, ideas and issues.

From ideas and dreams, values and priorities, alternative futures will be developed through planning charrettes or workshops involving the community in hands-on planning. Values, issues and priorities would be re-visited (e.g. what values and needs are not being met currently and why?), synthesized to eliminate conflicts and strengths and weaknesses would be evaluated. Experiential vision scenarios (ie. "day in the life"), preliminary goals and guiding principles could be developed.

3. Visioning/Goal-Setting

What do we want to be?

In this part of the planning process, we will continue to re-visit values, issues and priorities and refine plan alternatives into a common vision. Goals will be synthesized and prioritized. Community feedback on plan alternatives will be a key outreach function. Community values will be described in terms of experience, while vision translates those values into a physical environment.

4. Creating the Plan

Where are we going?

How do we get there?

Outreach will be designed to test the common vision and refine it to achieve community consensus. Goals will continue to be synthesized and the Plan elements will be assembled based on the statutory framework, the common vision and goals and on how easy it is to understand. The format of the Plan will take shape and its usability evaluated.

Implementation strategies will be created that are realistic and measurable. A draft Community Plan document will be produced.

5. Adopting the Plan

Do we all agree?

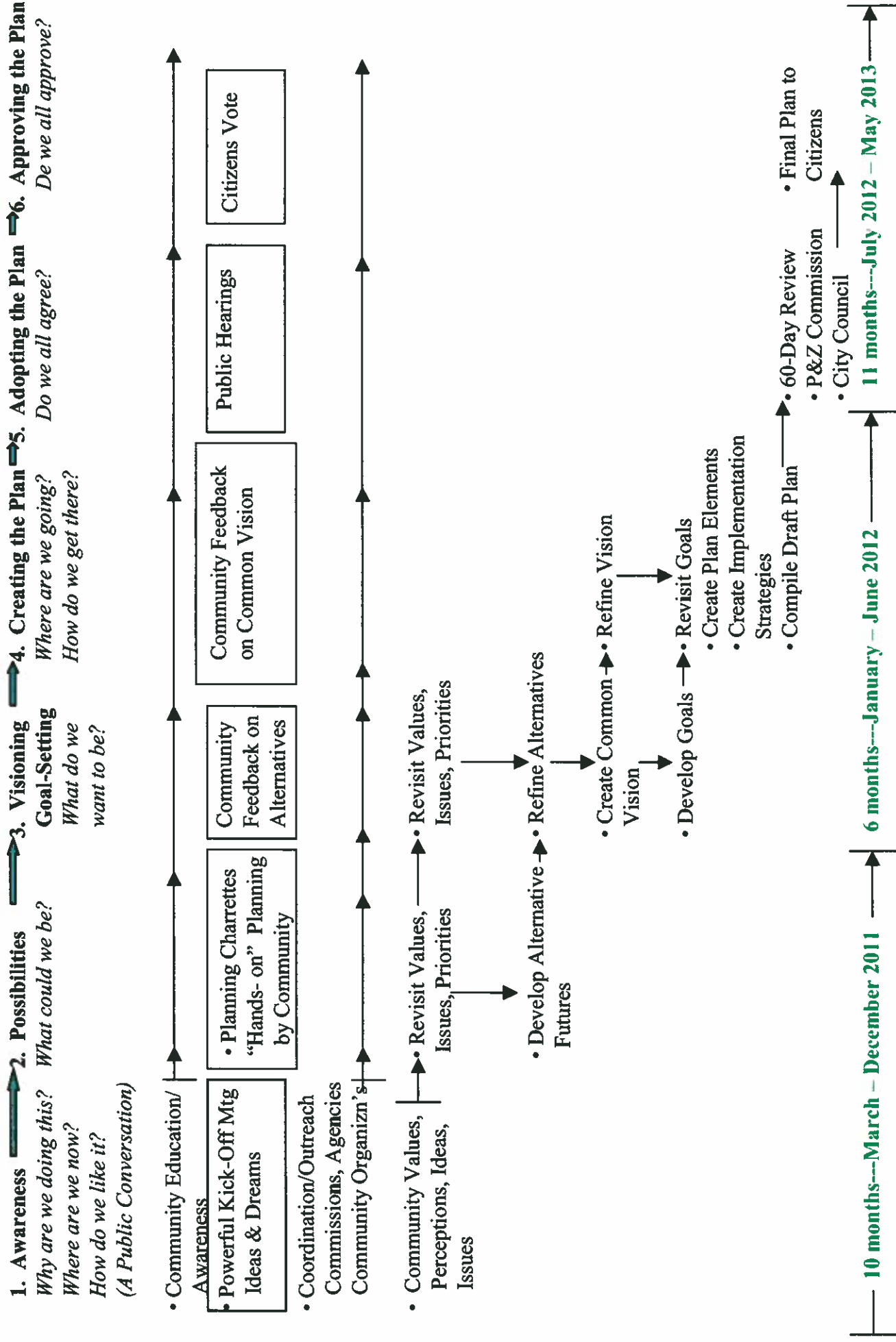
This is the public hearing process that begins with a two-month review period prior to noticing a public hearing with the Planning and Zoning Commission. The Commission may conduct several hearings. The draft document may be further modified prior to being considered by the City Council. The City Council will conduct one or more public hearings on the plan before adopting it (with potential modifications) and sending it to the voters.

6. Approving the Plan

Do we all approve?

Once City Council adopts the Plan, it cannot go on the ballot for at least four months. Sedona's citizens will vote on whether or not to ratify the Plan adopted by the City Council.

Community Planning Process Concept



The Sedona Community Plan

A bridge connecting what Sedona is today

to what we want Sedona to be,

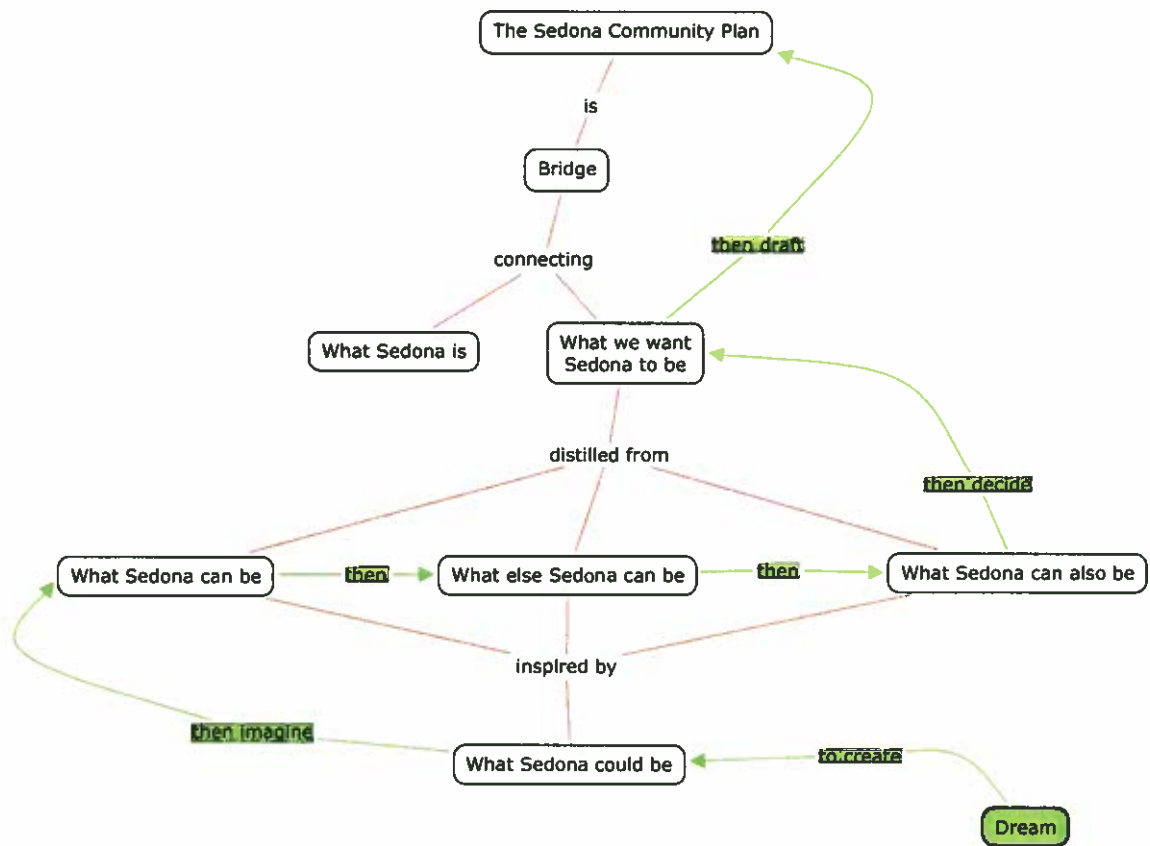
which is distilled from alternatives of what Sedona can be,

which are inspired by dreams of what Sedona could be.

The Process:

- I. Dream about what Sedona could be (e.g. Mike's unconstrained visioning exercise), then
- II. Create feasible alternatives of what Sedona can be, inspired by what it could be (e.g. charettes), then
- III. Distill alternatives to a common vision of what we want Sedona to be (e.g. consensus), then
- IV. Understand what Sedona is and build the bridge to what we want Sedona to be (draft Plan).

A map illustrating this concept is read from top to bottom in orange; the process is read from bottom to top following the green.



A map illustrating the Plan update project from a holistic perspective.

